ENTREPRENEURSHIP AND INNOVATION, BS

The Entrepreneurship and Innovation concentration provides a cross-departmental set of skills, analytical tools, perspectives, and experiences to prepare students for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings. Whether a student wants to start a business while in school, join an emerging business, or set the groundwork to launch a new firm later in a career, the concentration prepares students for all of these exciting options by examining both entrepreneurial innovation and its surrounding ecosystem. Entrepreneurial skills and thinking are actively sought by more competitive and profitable growing businesses. The special strength of this program is that it combines theory with practice, providing students the opportunity to test the theories, models, and strategies learned in the classroom by creating real business plans, working on other field projects, and gaining access and insight from leaders in the entrepreneurial business community.

The Entrepreneurship and Innovation concentration and related co-curricular activities are supported in part by the Goergen Entrepreneurial Management Program at the Wharton School’s Venture Lab.

For more information: https://mgmt.wharton.upenn.edu/programs/undergraduate/management-specializations/entrepreneurship-and-innovation/

Entrepreneurship & Innovation Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Course Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Entrepreneurship &amp; Innovation Foundation Courses:</strong> ¹</td>
<td></td>
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<tr>
<td>MGMT 230</td>
<td>Entrepreneurship</td>
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<tr>
<td>MGMT 212</td>
<td>Social Entrepreneurship</td>
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<tr>
<td>or MGMT 267 Entrepreneurship and Technological Innovation</td>
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<td></td>
<td>Select three course units from the set of approved courses listed below: ²</td>
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<tr>
<td></td>
<td>Select a minimum of one course unit from Entrepreneurial Activity Within Organizations:</td>
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<tr>
<td>HCMG 391</td>
<td>Health Care Entrepreneurship</td>
<td></td>
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<tr>
<td>LGST 213</td>
<td>Legal Aspects of Entrepreneurship</td>
<td></td>
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<tr>
<td>MGMT 117</td>
<td>Global Growth of Emerging Firms</td>
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<tr>
<td>MGMT 212</td>
<td>Social Entrepreneurship</td>
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<tr>
<td>MGMT 213</td>
<td>Entrepreneurship through Acquisition</td>
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<tr>
<td>MGMT 214</td>
<td>Market Dynamics and Technical Change ³</td>
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<tr>
<td>MGMT 229</td>
<td>Intellectual Property Strategy for the Innovation-Driven Enterprise</td>
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<td>MGMT 231</td>
<td>Entrepreneurial Implementation</td>
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<td>MGMT 232</td>
<td>Business Model Innovation Strategy</td>
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<tr>
<td>MGMT 233</td>
<td>Strategies and Practices of Family-Controlled Companies</td>
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<tr>
<td>MGMT 265</td>
<td>Culture of Technology: Culture &amp; Institutions of the Tech Sector—Bridging Research and Practice</td>
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</table>

Entrepreneurship & Innovation Foundation Courses:

- MGMT 230 Entrepreneurship
- MGMT 212 Social Entrepreneurship
- MGMT 267 Entrepreneurship and Technological Innovation
- Select three course units from the set of approved courses listed below:
- Select a minimum of one course unit from Entrepreneurial Activity Within Organizations:
- HCMG 391 Health Care Entrepreneurship
- LGST 213 Legal Aspects of Entrepreneurship
- MGMT 117 Global Growth of Emerging Firms
- MGMT 212 Social Entrepreneurship
- MGMT 213 Entrepreneurship through Acquisition
- MGMT 214 Market Dynamics and Technical Change
- MGMT 229 Intellectual Property Strategy for the Innovation-Driven Enterprise
- MGMT 231 Entrepreneurial Implementation
- MGMT 232 Business Model Innovation Strategy
- MGMT 233 Strategies and Practices of Family-Controlled Companies
- MGMT 265 Culture of Technology: Culture & Institutions of the Tech Sector—Bridging Research and Practice

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MGM 230 Entrepreneurship and Technological Innovation

MGM/LGST/OIDD 291 Negotiations

MKTG 221 New Product Management ⁴

MKTG 227 Digital Marketing and Electronic Commerce ⁵

MKTG 234 Idea Generation & the Systematic Approach for Creativity

MKTG 241 Entrepreneurial Marketing

MKTG 247 Marketing Strategy for Technology Platforms

MKTG 262 New Product Development ⁴

MKTG 270 Digital Marketing, Social Media and E-Commerce ⁵

OIDD 236 Scaling Operations in Technology Ventures: Linking Strategy and Execution

OIDD 314 Enabling Technologies

OIDD 415 Product Design

REAL 375 Real Estate Disruptions

REAL 396 Real Estate Entrepreneurship

Select a minimum of one course unit from Ecosystem Surrounding the Organization:

FNCE 250 Venture Capital and the Finance of Innovation

FNCE 251 The Finance of Buyouts and Acquisitions

HCMG 391 Health Care Entrepreneurship

LGST 205/LKTG/OIDD 291 Innovation, Marketing Strategy, and Antitrust

LGST 213 Legal Aspect of Entrepreneurship

LGST 222 Internet Law, Privacy, and Cybersecurity

MGMT 117 Global Growth of Emerging Firms

MGMT 213 Entrepreneurship through Acquisition

MGMT 214 Market Dynamics and Technical Change ³

MGMT 229 Intellectual Property Strategy for the Innovation-Driven Enterprise

MGMT 233 Strategies and Practices of Family-Controlled Companies

MGMT 249 Mergers and Acquisitions

MGMT 264 Venture Capital and Entrepreneurial Management

MGMT 265 Culture of Technology: Culture & Institutions of the Tech Sector—Bridging Research and Practice

MGMT 267 Entrepreneurship and Technological Innovation

MGMT/LGST/OIDD 291 Negotiations

MKTG 221 New Product Management ⁴

MKTG 262 New Product Development ⁴

OIDD 314 Enabling Technologies

OIDD 415 Product Design

REAL 375 Real Estate Disruptions

REAL 396 Real Estate Entrepreneurship

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<table>
<thead>
<tr>
<th>Other Wharton Requirements</th>
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<td><strong>Total Course Units</strong></td>
<td>37</td>
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</table>

1. Students in the M&T Program must substitute MGMT 237 in place of MGMT 230 and MGMT 267.

2. A minimum of one course unit must address 'Entrepreneurial Activity Within Organizations' and a minimum of one course unit must address 'Ecosystem Surrounding the Organization.' Courses that address both perspectives may be applied to either category, but not both.

3. Only one of MGMT 214 and MGMT 237 may be included in the major. Management and Technology students cannot take MGMT 214.

4. Only one of MKTG 221 and MKTG 262 may be included in the major.

5. Only one of MKTG 227 and MKTG 270 may be included in the major. Permission from the undergraduate advisor Allison Elias (eliasal@wharton.upenn.edu) is required to substitute a related course. Only 1.0 CU out of the four total CU may be allotted to the aggregate of Global Modular Courses, Global Virtual Courses, Advanced Study Projects, Independent Study Projects, and/or Research Theses.

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The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2021 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.